

ONE WORLD



ONE WEB!

REMEMBER: They Work For you!

TOGETHER WE MAKE A BETTER ZEPHYRUS

BE ZANY
FOLLOW
ZEPHYRUS

STANDARDS
FOR THE WIN

CONTRIBUTE TO WIKIPEDIA

DEMAND NO SECRET SOFTWARE FOR PUBLIC DATA

THERE IS NO "THEY" ONLY US PARTICIPATE!

GET & USE YOUR OPEN ID

NEVER GONNA GIVE YOU UP

ELONGATE THE LONG TAIL

EXPLORE HUMANITY

INCREASE YOUR SENSE OF EFFICACY

CONTRIBUTE!

BE A BLUE MONSTER

CURATE A Web MUSEUM

COOL URls don't change

A FREE WEB IS A FLAT WEB

FLASH MOP

CHAMPION (THE) ORDINARY

PUBLISH UNDER THE CREATIVE COMMONS

the cluetrain manifesto

AT THE VOICE

consider Accessibility

DEBUNK DRM

GECK

PUT IT ON THE MAP

GEOCACHING

BECOME A CITIZEN JOURNALIST

MAKE: MEASUREMENT HACK

ANIMATE USING MICROFORMATS

QUESTION QUERY EVERYTHING?

let other people tag your photos etc

CONTRIBUTE TO A VIRTUAL COMMUNITY

LURKER • NOVICE
REGULAR
LEADER • ELDER

INVERT CRM ENGAGE IN VENDOR RELATIONSHIP MANAGEMENT

AMPLIFY TRUTH

FREE OUR DATA

MASHUP

KEEP A VIDEO DIARY

WHERE THE HELL IS MA? TT?

USE HYPERLINKS TO SUBVERT HIERARCHIES

DEFEND THE RIGHT TO INNOVATE AT THE EDGES -

HAMSTER DANCE

ATTEND A barcamp

RATE & REVIEW

reach

YOUR MOTHER TO BLOG
YOUR KIDS TO PROGRAM
YOUR TOWN ABOUT NIFI
YOUR FRIENDS ABOUT
FLICKR • BLOGGERS • NIKS
TWITTER • UPDATING...

INDEPENDENT INDIVIDUALS MAKE A WISE CROWD